

Kent County Council

Job Description: Communication and Marketing Officer

Directorate:	Growth, Environment & Transport
Unit/Section:	Kent Downs AONB Unit
Grade:	KR8
Responsible to:	European and Project Development Manager

Purpose of the Job:

EXPERIENCE is an exciting €23million tourism project funded by the Interreg V Channel England France Programme. Kent County Council is one of 14 partners in France and England. The project will work with businesses and partners to develop new tourism products that engage visitors in the landscape in a way that supports and enhances that landscape. EXPERIENCE will promote new experiential tourism products through tourism fairs, media and communication campaigns.

Working closely with colleagues in a highly skilled, multi-disciplinary team of five, part of the wider Kent Downs AONB Unit, this role will develop and deliver the EXPERIENCE communications and marketing strategy. You will work closely with the Kent Downs AONB Communications Manager to ensure that the EXPERIENCE communications work complements and delivers a communications legacy for the Kent Downs AONB Unit and the North Downs Way. Working with the Communications Manager you will assist the Kent Downs AONB Unit to build the internal infrastructure and mindset to deliver modern and customer facing communication and marketing systems for our organizational aims and objectives.

The role will involve working closely with EXPERIENCE team members including a Project Manager, a Project Officer, a Business Engagement Manager, the Communications Manager, the North Downs Way National Trail Manager and the wider Kent Downs AONB team.

The role will involve some travel in the project pilot regions which are Brittany, Pas-de-Calais, and Compiègne in France and Norfolk, Kent, and Cornwall in the UK.

The EXPERIENCE project is led by the Kent Downs AONB Unit and this role is part of that wider team. It is funded by the European Regional Development Fund (ERDF) through the Interreg V Channel France England Programme, the North Downs Way National Trail, the Kent Downs

AONB Unit and participating district and borough councils including Dover, Canterbury, Ashford, Gravesham, Swale and Kent County Council.

Main duties and responsibilities:

- Develop and deliver an exciting and effective marketing and communications strategy for the Kent Downs AONB and North Downs Way (NDW) EXPERIENCE project.
- Develop a sustainable legacy for Kent Downs AONB and NDW communications and work with members of the EXPERIENCE team and delivery partners to support the legacy plan.
- Develop and agree a prioritized approach to Communication and Marketing activities delivered through the EXPERIENCE project.
- Be responsible for the EXPERIENCE website presence and functionality and with the EXPERIENCE team agree the most effective website strategy and management for the project duration and legacy. This will involve improved functionality and strategy for the Kent Downs AONB and the North Downs Way websites in relation to EXPERIENCE aims and objectives.
- Design and implement fully integrated EXPERIENCE campaigns across all online and offline channels including the website, social media, email newsletters, press releases, flyers, and posters.
- Develop and deliver the content plan for the Kent Downs AONB and North Downs Way EXPERIENCE project.
- Help to identify new target audiences to increase visitor numbers, increase engagement and to deliver income growth, ensuring that all campaigns are cost effective and meaningfully grow audiences to increase reach and impact.
- Produce end of campaign analysis and reports. Undertake regular evaluation of all marketing and communications activity, producing detailed reports, analysis and advice on a regular basis to identify in-campaign changes if needed and inform future planning.
- Develop and identify effective and appropriate routes to market for all EXPERIENCE products.
- Develop strong relationships with local, national and specialist media, establishing regular lines of communication in order to achieve regular coverage with target media. Ensure that this is developed in line with Kent Downs AONB objectives.
- Work closely with Visit Kent who are also a project partner, ensuring communications enhance and support each other's work. There is the option for working one day per week at the Visit Kent offices in Canterbury to enable integration of campaign plans.
- Build strong working relationships with EXPERIENCE stakeholders, district and borough councils including Dover, Canterbury, Ashford, Gravesham, Swale and Kent County Council and other external partners to deliver joint objectives, which are mutually beneficial.
- Work with the Business Engagement and Tourism Manager to agree a joint marketing approach to EXPERIENCE delivery and to support efforts to commercialise and generate income for the Kent Downs AONB and the NDW.
- Work with the Kent Downs AONB Communications Manager to build a B2B and B2C database including regular reviews and reporting on project progress, where this aligns with the EXPERIENCE project.

- Support the EXPERIENCE team at key functions, including external events and exhibitions.
- Representing KCC and the Kent Downs AONB Unit at EXPERIENCE meetings in France and the UK.
- Ensure that all activities are carried out in a proper and accountable manner according to the financial and health and safety requirements of Kent County Council as well as other funding partners such as the Interreg V France Channel England Programme.
- Ensure all your activity complies with EU and EXPERIENCE project rules.
- Any other duties that may be identified by the EXPERIENCE Project Manager to support the delivery of the aims and objectives of the Kent Downs AONB Unit.

Footnote: This job description is provided to assist the job holder to know what their main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

Kent County Council

Person Specification:

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

	CRITERIA
QUALIFICATIONS	Educated to RFQ level 6 (Bachelor's degree) in relevant field e.g. place marketing, communications, tourism or inward investment.
EXPERIENCE	<p>Experience in marketing/communications arena building brand awareness and developing campaigns.</p> <p>Experience in developing team communications strategy and prioritizing efforts for maximum impact.</p> <p>Demonstrable experience of creating and delivering effective marketing strategies in a competitive, customer-facing organization within the heritage, tourism, culture or environmental sectors.</p> <p>Track record of good working relationships with private and public sector organizations, and general partnership building.</p> <p>Experience of all social media routes to market.</p> <p>Experience of website design and delivery.</p> <p>Delivery orientated and ability to prioritize workload and meet tight deadlines.</p> <p>Experience of budget management.</p> <p>Experience of working with website and e-newsletter platforms.</p> <p>Experience of design and design software including adobe and video editing.</p> <p>Evidence of implementing multi-channel marketing campaigns that deliver a strong return on investment, increase market share and develop and strengthen brands.</p>

SKILLS AND ABILITIES	<p>A self-starting and motivated individual, able to take the initiative, organize and manage multiple complex projects, and work autonomously.</p> <p>Ability to prioritize and deliver realistic and achievable goals.</p> <p>Ability to work on own initiative and take responsibility for decisions relating to own work.</p> <p>Strong written and verbal communication and presentation skills.</p> <p>Excellent written, numeracy and ITC skills including ability to maintain spread sheets, produce information, report writing and word processing. Kent Downs AONB office use Microsoft Office 365.</p> <p>Excellent communicator willing to work in an integrated way to achieve beyond immediate programme responsibilities.</p> <p>Skills in social media, film, and website led communications campaigns.</p> <p>Innovation and adaptability – looking for alternative solutions to problems.</p> <p>Due to the outward facing nature of this role fluency in English is essential.</p> <p>Due to the Anglo-French project partnerships a basic knowledge of French is required.</p>
KNOWLEDGE	<p>Evidence of continuing professional development and expert knowledge in relevant professional area. – including membership of a professional body such as the Chartered Institute of Marketing or Chartered Institute of Public Relations.</p> <p>Good knowledge of the full marketing mix across all media and channels with experience of developing and delivering campaigns.</p> <p>Excellent project management skills.</p> <p>Excellent interpersonal skills with the ability to build strong working relationships and communicate clearly and accurately to a variety of audiences.</p> <p>Good IT skills with evidence of working with the MS Office suite of programs.</p>
BEHAVIOURS AND KENT VALUES	<p>Kent Values:</p> <p>Open – You will be expected to work closely with a wide range of partners and individuals, and develop an open and approachable style. You will also be open to new approaches</p>

	<p>and alternative ways of delivering the project's planned outputs and outcomes, and working with partners to innovate.</p> <p>Invite Contribution and Challenge – EXPERIENCE is a complex project, and one that will inevitably see issues or problems arising. You will be expected to address these in a proactive and positive manner, and will seek out feedback to ensure that you continue to improve the way in which you deliver projects.</p> <p>Accountable – You will be prepared to take ownership of the business role for which you are responsible, along with the projects contained within them. You will be the first point of contact for business partners to answer questions, solve problems and promote successes. You will also recognise that you and the scheme are accountable to the Interreg Channel Programme, other funding partners and the Kent Downs AONB Joint Advisory Committee.</p>
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